CRESCENT TOOLS

~if you *show* them you *sell* them

DB8-
Motor Kit
Pliers

DB9-
6in.&8in.
Wrench

DB7-
Thin Nose
Pliers

DB3-
4in. Crescent
Wrench

DB5-
Assorted
Wrench Display

DB6-
Double-end
Wrench

DB4-
Screwdriver Display

The
Crescent Kit

DURING the past two years, we have introduced to the trade this line of counter displays—and the Crescent Kit.

Right now hardware dealers are selling Crescent Tools faster than ever before. Yet there is no corresponding increase in actual sales effort.

It evidently pays to put Crescent Tools on counters or in windows so that customers know you have them.

There is no extra charge for these Crescent Display Boards. Your jobber has them.

CRESCENT TOOL COMPANY
203 Harrison St., Jamestown, N. Y.
Originators of the Crescent Wrench

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CRESCENT TOOLS

Let them talk to the window-shoppers, too

ON the counter these Crescent displays tell their sales story to every customer who comes in. Grouped in the window they tell a combined sales story to all who pass. Either as part of a large display or as a complete unit they make a good showing both in the window and on the books.

A complete stock includes Crescent Wrenches, Crescent Pliers and Crescent All-Steel Screwdrivers. Display boards are included with each of the "DB" assortments at no extra charge. Ask your jobber about it.

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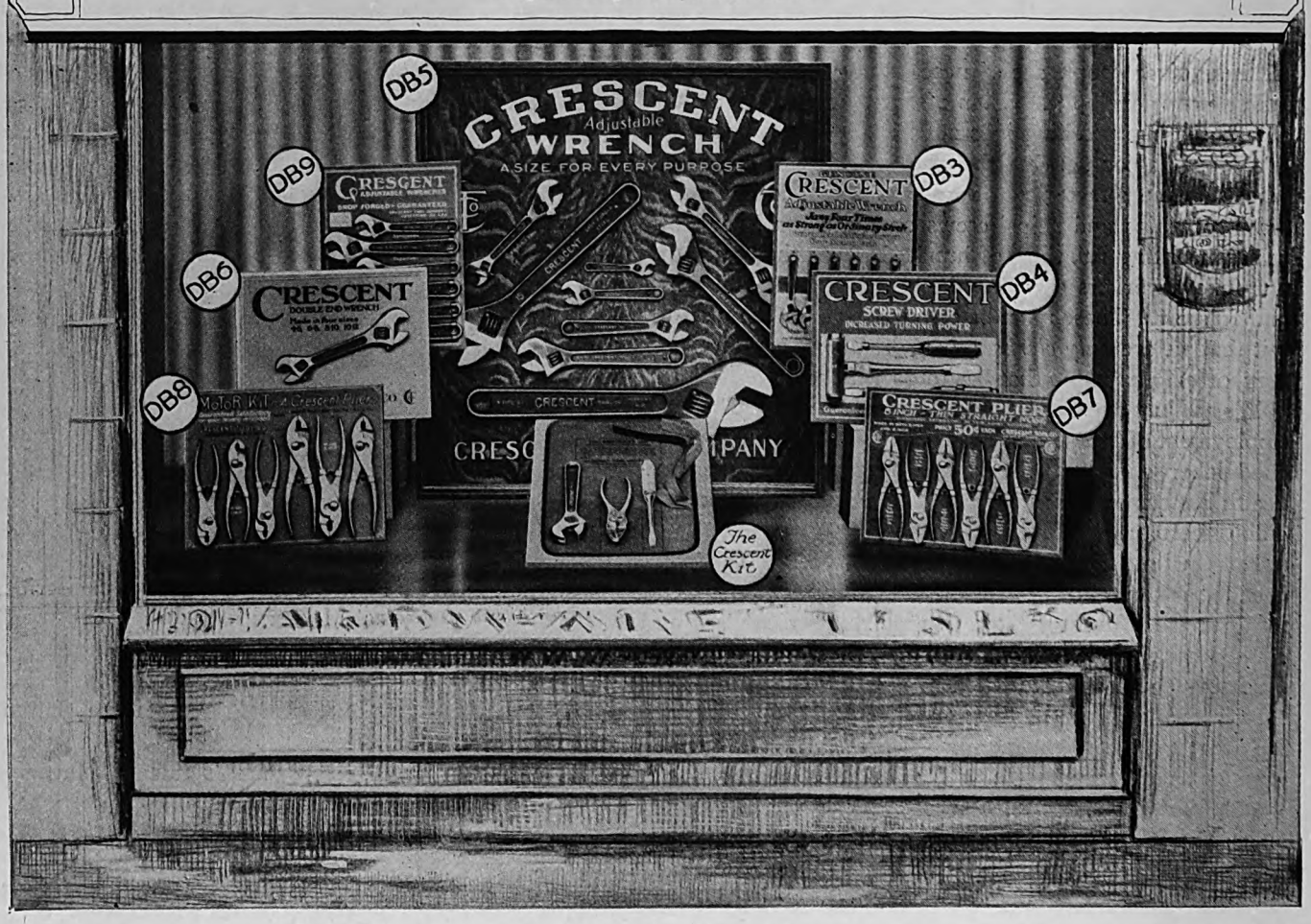
Originators of the Crescent Wrench



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Here they are—

the new Crescent Tool "window reminders" for Spring

Here are the sort of window cards you always look for—and so seldom find. Used along with the Crescent counter display boards and a few ordinary window trim accessories they form the basis for an attractive Crescent Tool window. But they don't insist on a whole window every time. They are just the right size, shape, and style to fit in with general displays and fill their modest space effectively. The two upright cards have a novel "two-in-one" quick change feature that makes them doubly convenient. Get the set, without charge, from your jobber or from us. They'll help you sell tools.

CRESCENT TOOL COMPANY
203 Harrison St., Jamestown, N. Y.
Originators of the Crescent Wrench

CRESCENT TOOLS

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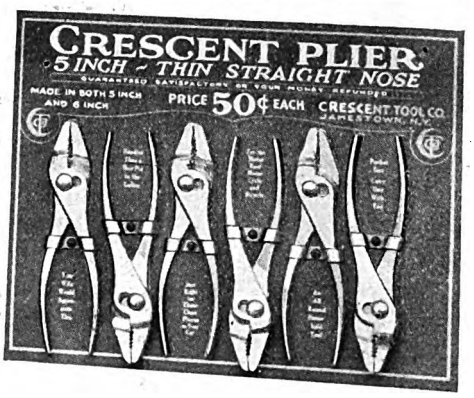
Make tool sales while the sun shines!

Pliers for the car — pliers for the motorcycle — pliers for overhauling farm machinery — pliers and wrenches are near the top of the list as live selling numbers these days.

Summer means action—everywhere. And hardware dealers are due for their share of this action in the tool department. Now is the time to get those Crescent displays on your counter and in your window. "Show them and you sell them".



"019"

the new 9-inch Crescent drop-forged large capacity wrench is great for all around service on cars or farm machinery and in the home. Attractively polished. Three-inch capacity. Retail 75c.

The Crescent display boards, illustrated above, are attractively printed, equipped with lock easel backs, and supplied in their respective assortments at the cost of tools alone. Ask your jobber about them.

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Originators of the Crescent Wrench

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